

What is Special-fed veal?

Special-fed veal originated in Holland. The term 'Special-fed veal' is commonly used to describe dairy veal calves fed a "special" milk-replacer formula.

This formula is typically whey, which is protein-based and nutritionally designed to produce creamy white to pale pink meat. Other categories of veal are Bob, Grain Fed and Pasture Raised.

Special-fed veal calves are mostly Holsteins, America's predominant dairy breed. Dairy cows calve yearly, and their female offspring (heifers) re-enter the herd as milking cows. The male offspring (bulls) are a by-product, which are commonly utilized for the veal industry.

Nutritional Comparison PER 100 GRAMS	Special Fed Veal Rib Chop Lean*	Pork Loin Center Rib Lean*	Beef Ribeye Choice Lean*
Total Fat Grams	4.03	6.48	8.3
Total Saturated Fat Grams	1.69	2.24	3.23
Cholesterol mg	82.7	55	59
Sodium (Na) mg	63.7	45	63
Iron (Fe) mg	0.41	0.77	2.18

What is Strauss® Group Raised, Special-fed veal?

Developed in Europe in the early 1990s, after crate-raised and tethered veal was banned due to animal welfare concerns, group raising allows freedom of movement and the ability to cultivate instinctual socialization and herding behaviors. Our experience is that the tether-free, group raised environment drastically reduces calf stress and dramatically improves the animals' overall health.

The American Veal Association (AVA) has voluntarily chosen to raise all Special-fed veal calves in a group environment by 2017. However, they have not mandated a chain-free environment. We believe our calves and our consumers deserve better today. That is why in 2008 Strauss® Brands became the first veal packer in America to raise 100% of our Special-fed veal in a humane chain free and group raised environment.

What is the diet of Strauss® Group Raised, Special-fed calves?

Strauss® Group Raised Special-fed calves receive the same milk-replacer formula as conventionally raised Special-fed veal.

What are the characteristics of Strauss® Group Raised veal?

For decades, Strauss® Special-fed veal has been celebrated for its tenderness and exceptionally mild flavor, providing professional and home chefs with the perfect veal to showcase favorite dishes. Strauss® Group Raised veal delivers this same culinary excellence to you and your customers.

How old are veal calves when market-ready?

Group Raised calves are market ready at 450-500 pounds or at approximately 4½ - 5 months old. Surprisingly, Special-fed veal is one of the oldest proteins, when market ready, that most Americans will eat.

Typical age at Harvest:

Chicken: 5 wks Turkey: 16 wks Pork: 4 mo Special-fed veal: 5 mo Beef: 18 mo

Special-fed. Now Even Better.



Our grandfather, Milton Strauss, started Strauss Brothers Packing as a local meat company in Milwaukee, WI, in 1937. Over seventy years and three generations later, our family is proud of our continued tradition of delivering the highest quality veal and lamb products to wholesalers, retailers, and consumers across the nation. That commitment to excellence also means

raising our calves in the most respectful and compassionate manner possible. We believe that by doing what is right for our calves, we are also doing what is right for our customers.

Randy and Tim Strauss